



## Something Special *from* Wisconsin™: Perfect Gifts for the Holiday Season...and Everyday

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**EDITOR'S NOTE:** This release kicks off the 2012 Alice in Dairyland Something Special *from* Wisconsin™ media campaign. To schedule interviews for your holiday stories or learn more about products from your area, contact Rochelle Ripp using the information above. For a copy of a video preview, visit [www.youtube.com/widatcp](http://www.youtube.com/widatcp).

MADISON – If you're looking for something to bring to your next get-together or to give as a gift this holiday season, choose foods, gifts and other unique treasures that are Something Special *from* Wisconsin™. Rochelle Ripp, Wisconsin's 65<sup>th</sup> Alice in Dairyland, is traveling the state this season highlighting 30 of the more than 450 Something Special *from* Wisconsin™ companies.



Look for the red Something Special *from* Wisconsin™ logo, which guarantees that at least half of a product's ingredients, production or processing activities are from or take place in Wisconsin. These products are easy to pick up at your local grocery store or shops for use every day and during the holidays.

“The Something Special *from* Wisconsin™ program showcases companies and products that represent the diverse and dynamic agriculture community in Wisconsin,” said Ripp. “Wisconsin agriculture has something for everyone. Let's celebrate it during the holidays.”

Serve up Something Special *from* Wisconsin™ to family and friends. Find everything from jams, salsas and sauces to meats, cheeses, wines and dairy products for your holiday recipes. Decorate your home with an evergreen wreath, fresh from our state.

Give the gift of Wisconsin with wonderful chocolates, coffees and teas. Something Special *from* Wisconsin™ isn't just food. You'll also find books, soaps and even alpaca socks that are perfect gifts to give every day and for a holiday.

“Buying Wisconsin products is a great way to support our state's farmers, food processors and agribusinesses to keep money in our communities and economies while supporting our Wisconsin way of life,” reminded Ripp.

You are sure to find the perfect Something Special *from* Wisconsin™ item for every occasion at [www.somethingspecialfromwisconsin.com](http://www.somethingspecialfromwisconsin.com). Follow Alice in Dairyland as she promotes Something Special *from* Wisconsin™ on the travel blog at [www.wisconsinagconnection.com/alice](http://www.wisconsinagconnection.com/alice), Facebook (Alice Dairyland) or Twitter (Alice\_Dairyland).

Something Special *from* Wisconsin™ is a trademarked marketing program administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection since 1983.

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